

EXHIBIT 17

Problems in HE Washers

Update to P&G

Tony Hardaway

22 September 2004

R&E - Benton Harbor, MI

Confidential

W0149905

AGENDA

- **Welcome and Introductions**
- **Introduction of problem**
- **Laboratory Visit**
- **Review of findings to date**
- **Whirlpool action plan**
- **Brainstorm for possible solutions**
- **Summary and Next Steps**
- **Other - IEC in Beijing**

Confidential

W0149906

Problem - WHAT?

➤ Stage 1 Buildups

- Soils
- Detergent components
- Softener components
- Water minerals



➤ Stage 2 Buildups

- Bacteria
- Mold



Problem - WHERE?

➤ Initial depositions

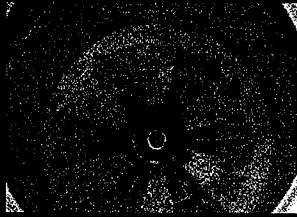
• HA

Bellows

Dispenser

Tub

Hoses

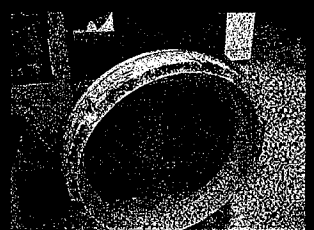
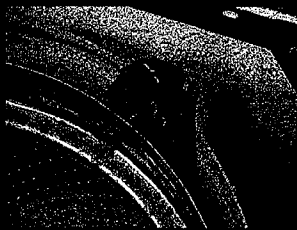


• VA

Tub

Hoses

Dome Plate



➤ Secondary depositions **EVERYWHERE!**

Confidential

W0149908

Problem - WHEN?

➤ **Depends on environment**

- **Found in all States in summer**
- **Found in South and West even in winter**
- **Warm, Humid, Low Air Flow**

➤ **1st Occurrence**

- **As soon as 30 days**
- **As late as 2-3 years**

➤ **Reoccurrence**

- **As short as 1 day**

Whirlpool Approach

- **Analyze Biofilm**
- **Search for commonalties**
 - **Consumer habits & practices**
 - **Hardware / Software issues**
 - **Industry issues**
- **Identify potential causes**
- **Establish Field Fix for existing washers**
- **Develop a method to recreate in lab**

Findings To Date

- **Appears to be industry wide**
- **Problem worsens with high suds levels**
- **In all Whirlpool HE Washer Platforms**
- **Possibly inherent to HE Systems?**
- **Potential health risk**
- **Occurs with all habits & practices**
- **Dissatisfied consumers**
- **Warm, Humid, low water/air flow areas**

Whirlpool Specific Issues

➤ Access & Horizon - 3 problems

- Heavy Soils, Detergent, & Water Minerals
- Thin tenacious coatings
- Subsequent growths of mold & odors

➤ Calypso

- Class Action Law Suit against Whirlpool
- Heavy Soils, Detergent, & Water Minerals
- Subsequent growths of mold & odors

Conclusion

➤ Highest level Whirlpool concern

- **1st - Develop a Field Fix - ASAP**
- **2nd - Recreate problem in laboratory - ASAP**
- **3rd - Design preventive future measures - '05**

➤ Steps

- **DOEs to chemically clean washer**
- **Identify habits that aggravate problems**